

# COMMITMENT



Texas Department of Health  
Breast and Cervical Cancer Control Program

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## Planned Parenthood - Cameron Begins Promotora Program

By Stefany Levrier, Project Coordinator and Terri Lievanos, Education Director, Planned Parenthood of Cameron and Willacy Counties

Planned Parenthood of Cameron and Willacy Counties recently added a promotora component to its Breast and Cervical Cancer Control Program project. The promotora (outreach worker) project, funded by the Texas Cancer Council (TCC), is an effort to increase awareness about breast and cervical cancer and the other resources available to the residents of Cameron and Willacy counties. Breast and cervical cancer information as well as other women's health information was being distributed through traditional channels and was not reaching the medically underserved population. It became evident that a different and unique approach was necessary to reach the poorer communities, especially colonias, in the area.

Planned Parenthood knew that a large majority of the residents in the two county area were impoverished and medically indigent. Although the counties had responded to their

citizens' needs by developing community resources, many residents

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Juanita Medina, a promotora with Planned Parenthood of Cameron and Willacy Counties, discusses breast and cervical cancer screening services with a woman in the community.

## Quality Assurance and Case Management

The case management process and its impact on client outcomes has grown since 1994 when the Breast and Cervical Cancer Control Program (BCCCP) initiated the original case management standards. A successful pilot in the Public Health Region 8 area in 1996 led to several more funded case management projects. An amendment to Public Law 105-340

in October 1998 established case management as the appropriate follow-up support service for women with abnormal screening findings. Recently, the Centers for Disease Control and Prevention (CDC) established a national case management policy for all programs. Currently, Texas has funded eight

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## BCCCP Briefs

### Resources

The National Cancer Institute (NCI) has recently produced materials related to breast and cervical cancer screening. *The Researcher's Toolbox* provides information about new grant opportunities and NCI resources. For a subscription contact the Editor Veronica Chollette at (301) 435-1505. Visit their website, <http://cancer.gov/cancertraining> for information about cancer training grants. NCI also has a flip chart, available in English and Spanish, that discusses the importance of early cancer detection. Order online at <http://publications.nci.nih.gov>.

### Who to Call & How to Reach Us...

#### General Information/Administration:

Robert Reeves Lisa Bishop  
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### Website Address

<http://www.tdh.state.tx.us/bcccp/>

### Local Changes

Please write or call Lisa Bishop, Administrative Technician, at (800) 452-1955 with **ANY** changes in local telephone numbers, personnel or service delivery sites. *Thank you.*

## FY 2001 Poverty Guidelines Announced

The U.S. Department of Health and Human Services recently published the annual update to the federal poverty guidelines. The guidelines account for last calendar year's increase in prices measured by the Consumer Price Index and are used for administrative purposes by a number of government assistance programs. The Breast and Cervical Cancer

Control Program (BCCCP) uses these guidelines as one of several criteria for eligibility. The state office will provide laminated income guideline tables to local provider staff.

If you have questions regarding the new guidelines, contact Andrea Littlefield, Public Information Coordinator, at (800) 452-1955.

FY 2001 Federal Poverty Guidelines Maximum Income			
Family size	Annual	Monthly	Weekly
1 Person	\$16,700	\$1,392	\$322
2 People	\$22,500	\$1,875	\$433
3 People	\$28,300	\$2,358	\$544
4 People	\$34,100	\$2,842	\$656
5 People	\$39,900	\$3,325	\$767
6 People	\$45,700	\$3,808	\$879
7 People	\$51,500	\$4,292	\$990
8 People	\$57,300	\$4,775	\$1,102

## Avon Offers Breast Health Education and Screening Grants

The Avon Breast Health Access Fund is seeking grant applications for programs to facilitate breast health education and screening services for underserved women. Both outreach

and inreach grants are available. The application deadline is July 15, 2000. Applications are available on the National Alliance for Breast Cancer Organization's website at: <http://www.nabco.org>.

### Mission

The mission of the Texas Breast and Cervical Cancer Control Program is to reduce the impact of breast and cervical cancer in Texas by promoting access to quality information, screening, diagnosis and treatment in Texas communities.

### Goal

The goal of the Texas Breast and Cervical Cancer Control Program is to reduce premature mortality from breast cancer and cervical cancer in Texas.

## Quality Assurance and Case Management

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lead agencies which serve more than half of Texas' BCCCP screening providers.

A case management planning committee, consisting of representatives of the case management contractors, began work last fall to evaluate the effectiveness of case management, an issue that CDC will likely address in the future. The committee's objectives are to identify issues regarding evaluation and to develop a tool to measure the effectiveness of the case management system and client outcomes. Once developed, the tool will serve as a guide for developing case management programs and measure the impact on clients and the community.

The quality assurance tool will be used in conjunction with the regular quality assurance on-site audit for the remainder of this fiscal year. This will allow BCCCP to continue to gather contractor input.

For questions regarding case management quality assurance, contact Karen Knox, Case Management Coordinator, at (800) 452-1955.

### Priorities Identified by the Planning Committee

- Use of case management indicators, such as intervals from screening to diagnosis or treatment, no lost to follow up or refusal clients, percentages of records with closed cycles within 60 days;
- Matching and measuring implementation of case management policies;
- Consistent criteria for monthly reports, quarterly reports and quality assurance tools;
- Continued use of a chart audit to monitor client outcomes;
- Monitoring RFP workplans;
- Tracking of in-kind donated professional services ;
- Client satisfaction;
- Use of a rating scale to measure overall outcomes; and
- Tracking expenditures and use of funds.

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were unaware of the services available to them, making the programs inaccessible. We began to assess our target population, medically indigent Hispanic women, and examine how they discover resources. Health fairs and presentations to other organizations and women's groups, as valuable as they are, were not reaching the priority population. In realizing a vast majority of the population were housewives or older women, it became evident that the information had to come to them. However,

gaining access into someone's home is not as easy as knocking on doors, so we had to examine the cultural issues closely. We concluded that the individual disseminating the information needed to be a community member, a person that the women could identify with and trust. It was important that the educator know the culture firsthand in order to provide the information in a culturally sensitive manner.

Planned Parenthood felt that door to door distribution of informa-

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## Mammography Toolkits Available for Providers

The Texas Medical Foundation (TMF) and a statewide coalition of breast health organizations want to increase mammography rates among Medicare beneficiaries in Texas. To increase mammography use, TMF and its coalition members have developed a free *Mammography Tool Kit* designed to simplify the mammography referral process for physicians and their staff.

Each *Mammography Tool Kit* includes materials that can help health-care professionals promote the importance of annual mammograms, such as:

- Patient education brochures and posters;
- Medical chart reminder systems (e.g., prevention services flow sheets and reminder stickers);
- Fact sheets about Medicare's annual mammography coverage; and
- Handy tips to assist practices in offering mammography referrals to patients.

All Breast and Cervical Cancer Control Program providers were sent a kit. To order additional kits, call Sonya Galbraith, Texas Medical Foundation, at (800) 725-9216.

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tion was the best way to reach its medically indigent population. The project was originally funded by Health Education Training Centers Alliance of Texas and then by TCC. Research was performed, with the assistance of city planners, to identify the underdeveloped, impoverished neighborhoods. In addition, staff had to be hired and trained. Although the focus of the information given to women is breast and cervical health, the promotoras were trained on a variety of women's health issues, as well as on community resources.

The promotora project has been in existence since 1998 and is not only educating women but saving lives. According to Maricela Perez, N.P., Planned Parenthood, "The promotoras, Juanita Medina and Ana Delgado, have been able to bring in patients that have never been told about the importance of breast

and cervical cancer screening. Many of these patients qualify for special programs." Getting some women in for breast and cervical cancer screening is as simple as letting them know that you care and to let them know where to access services. For others, it is a matter of helping them overcome emotional barriers such as fear.

With the development of any program, it is important to identify the needs of your priority population and where they live. Always have very clear goals and messages. Most importantly, take some time to examine the population's culture and identify assertive individuals in the community who are interested in spreading the message and in helping the community. For more information, please contact Terri Lievanos, Planned Parenthood of Cameron and Willacy Counties Education Director, at (956) 546-4574.

### Texas BCCCP\*

**Women Served:**

121,063

**Breast Screenings:**

156,586

**Cervical Screenings:**

131,982

**Breast Cancers:**

813

**Cervical Carcinoma in situ:**

1,670

**Invasive Cervical Cancer:**

58

**Rescreening**

36%

**Women 50 - 64**

87%

\*As of April 14, 2000

## Important Dates

### May

**May - National Melanoma/Skin Cancer Detection and Prevention Month and National Osteoporosis Prevention Month**

**May 22 - 23 - State Conference - Austin**

**May 29 - Memorial Day**  
State Office Closed

### June

**June 1 - Contract Award Notices to Providers for FY 2001**

**June 19 - Emancipation Day**  
Skeleton Crew at State Office

### July

**July 4 - Independence Day**  
State Office Closed

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## Commitment

### A monthly bulletin

Send news/information to:

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